

16th YEAR • A WEEKLY PUBLICATION

1956

Calendar

8 EAST 77th STREET
NEW YORK 21, N. Y.

TRAFALGAR 9-2343

fashion

File Copy
12/31/56

january

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february

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january - 1957

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february - 1957

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RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
|--|--|---|---|
| ***** * BEST WISHES FOR A HAPPY * * AND PROSPEROUS NEW YEAR * ***** | | | |
| <u>WEEK ENDING FRIDAY, DECEMBER 28, 1956</u> | | | |
| Beginning Friday Dec. 28 | OPENING OF SPRING JEWELRY COLLECTION For appointments, contact: MU. 5-7390. | THE NAPIER CO. | 389 FIFTH AVENUE SHOWROOM - 8TH FLOOR Grandi, FL. 3-4216. |
| Beginning Friday Dec. 28- Jan. 11 | EXHIBIT: CHILDREN'S FASHION DOLLS European dolls representing children, 1775 to 1932, authentically dressed in costume of each period. | TRAPHAGEN SCHOOL OF FASHION Contact: Dorothy Tyroler, CO. 5-2077. | 1680 BROADWAY AT 52ND STREET |
| Friday Dec. 28 9:00 P.M. | POST-DEBUTANTE "TIARA BALL" Tickets: \$30.00 per couple. | BENEFIT OF SPENCE- CHAPIN ADOPTION SERVICE Contact: Alice Cordin, EN. 9-0300. | HOTEL PLAZA GRAND BALLROOM |
| <u>WEEK BEGINNING MONDAY, DECEMBER 31, 1956</u> | | | |
| Jan. 1 | NEW YEAR'S DAY (Tuesday). | | |
| Beginning Wednesday Jan. 2 | SCARVES, STOLES AND NECKWEAR FOR SPRING Publicity: Peggy O'Grady, 299 Madison Ave., MU. 2-0752. | BAAR & BEARDS (TOP-HIT) | 15 WEST 37TH STREET SHOWROOM - 10TH FLOOR |
| Thursday Jan. 3 10:00 A.M. Coffee | PRESS PREVIEW OF SPRING MILLINERY Sally Victor will preview her Spring millinery to the press. By invitation only. Publicity: Mildred Josephs, PL. 3-7450. | SALLY VICTOR, INC. | 18 EAST 53RD STREET SALON - 9TH FLOOR |
| Thursday Jan. 3 10:00 A.M. | PRESS PREVIEW OF JANTZEN SWIMSUITS Press preview of swimsuits. By invitation. Publ: Gloria Geis, MU. 5-2300. | ARNOLD CONSTABLE | 6TH FLOOR |
| Thursday Jan. 3 11:30 A.M. | PRESS PREVIEW OF NEW LINGERIE DESIGN Capsule showing at 12:00 Noon. By invitation only. Contact: Holly Beitner, LO. 4-8040. Publicity: Rosemary Sheehan, CI. 7-8060. | SEAMPRUFE | 411 FIFTH AVENUE SHOWROOM |
| Thursday Jan. 3 2:30 P.M. | PREVIEW OF SPRING MILLINERY Miss May will preview her Spring millinery to press and buyers. By invitation only. Publicity: Maud G. Moody, LE. 2-5562. | MISS MAY, INC. | 23 WEST 57TH STREET SHOWROOM - 3RD FLOOR |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Thursday Jan. 3 4:00 P.M. Cocktails | PRESS PREVIEW OF SPRING HANDBAGS Lewis Purses will preview their Spring handbags to the press. By invitation only. Publicity: Nona James, MU. 5-4834. | LEWIS PURSES | 135 MADISON AVENUE SHOWROOM |
| Friday Jan. 4 9:30 A.M. | PRESS PREVIEW OF SPRING MILLINERY Emme will preview her Spring millinery to the press. By invitation only. Contact: MU. 8-1224. | EMME, INC. | 19 WEST 57TH STREET SALON |
| Friday Jan. 4 3:00 P.M. Champagne | RAINWEAR FASHIONS BY HELEN VAN VLIET Press preview of Spring and Summer rainwear fashions by Helen Van Vliet for Town Creations. By invitation. Contact: LO. 4-8834. | TOWN CREATIONS | 525 SEVENTH AVENUE SHOWROOM - 18TH FLOOR |
| Saturday Jan. 5 4:00 P.M. | SPRING MILLINERY FOR VISITING PRESS John Frederics will preview his Spring millinery to the visiting press. By invitation only. Contact: Joseph Mann, CI. 7-7745. | JOHN FREDERICS, INC. | 6 WEST 57TH STREET SALON - 7TH FLOOR |
| Saturday Jan. 5 6:00 P.M. Buffet | MILLINERY SHOWING FOR OUT-OF-TOWN PRESS Walter Florell will preview his Spring millinery to the out-of-town press. By invitation only. Publicity: Donna Cannon, MU. 7-5447. | WALTER FLORELL | 29 EAST 53RD STREET SALON |
| Sunday Jan. 6 8:30 A.M.- 4:30 P.M. | PREVIEW OF SPRING ACCESSORIES Open house on Sunday; and Jan. 7 - 11, 9:30 A.M. to 5:30 P.M. Showing of J. H. Kimball's scarfs, handkerchiefs and stoles with accessories Mark Cross. For out-of-town and local press. Contact: Ruth Mitchell, PL. 7-5809. | J. H. KIMBALL; MARK CROSS | MARY MARSH ASSOCIATES 2 WEST 46TH STREET |
| Sunday Jan. 6 10:00 A.M.- 1:00 P.M. | SPRING AND SUMMER JEWELRY COLLECTION Informal open-house brunch showing of Spring and Summer jewelry collection. By invitation. Publicity: Dorothy Lansing, PL. 9-7598. | TRIFARI, KRUSSMAN AND FISHEL | 16 EAST 40TH STREET SHOWROOM - 4TH FLOOR |
| Sunday Jan. 6 11:00 A.M. Breakfast | MILLINERY SHOWING FOR VISITING PRESS Emme will invite the visiting press to preview her Spring millinery. By invitation only. Contact: MU. 8-1224. | EMME, INC. (19 WEST 57TH ST.) | SHERRY NETHERLAND CRYSTAL PAVILION |
| Sunday Jan. 6 12:30 P.M. Luncheon | SPRING MILLINERY FOR VISITING PRESS Laddie Northridge will preview his Spring millinery to the visiting press. By invitation only. Publicity: Maud G. Moody, LE. 2-5562. | LADDIE NORTHRIDGE | 16 WEST 57TH STREET SALON - 5TH FLOOR |
| Sunday Jan. 6 2:00 P.M. Champagne | SPRING MILLINERY FOR OUT-OF-TOWN PRESS Informal showing of Mr. Arnold's Spring millinery to the out-of-town press. By invitation only. Publicity: Peggy Cantor, PL. 1-3284. | MR. ARNOLD (19 WEST 57TH ST.) | HOTEL AMBASSADOR GOLD SUITE |
| Sunday Jan. 6 3:00 P.M. Cocktails | MILLINERY SHOWING FOR VISITING PRESS Sally Victor will preview her Spring millinery for the visiting press. By invitation only. Publicity: Mildred Josephs, PL. 3-7450. | SALLY VICTOR, INC. | 18 EAST 53RD STREET SALON - 9TH FLOOR |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Sunday Jan. 6 4:30 P.M.- 8:30 P.M. | COCKTAILS AND BUFFET FOR VISITING PRESS Forstmann will invite the out-of-town press to an open house buffet supper. By invitation only. Publicity: Adelia Bird Ellis, CI. 5-8448. | FORSTMANN, INC. | CHEZ VITO 36 EAST 60TH STREET |
| Sunday Jan. 6 7:00 P.M. Cocktails- Dinner | SILK FASHION SHOW FOR PRESS International Silk Ass'n, U.S.A. (Auxiliary Member of N.Y.D.I.--See Below) will present fashions in silk by leading manufacturers. By invitation only for visiting and local press. Publicity: Eleanor Lambert, MU. 8-2130. | INTERNATIONAL SILK ASSOCIATION, U.S.A. | HOTEL PIERRE GRAND BALLROOM |

NEW YORK DRESS INSTITUTE'S TWENTY-EIGHTH NATIONAL PRESS WEEK (Jan. 6 - 12, 1957)

Spring collections of leading designers (29 members, 9 auxiliary and 2 group showings) for visiting press. Press Director: Eleanor Lambert, MU. 8-2130.

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| <u>Sun., Jan. 6...</u> | 7:00 P.M. | INT'L SILK ASS'N, U.S.A. (Aux.) | PIERRE-BALLROOM |
| <u>Mon., Jan. 7...</u> | 8:00 A.M. | BUFFET BREAKFAST | PIERRE-BALLROOM |
| | 9:00 A.M. | "WATCH FOR" FORUM | PIERRE-BALLROOM |
| | 9:30 A.M. | CLAIRE McCARDELL | PIERRE-BALLROOM |
| | 10:30 A.M. | SAMUEL WINSTON (Roxane) | PIERRE-BALLROOM |
| | 11:30 A.M. | MONTE-SANO & PRUZAN | PIERRE-BALLROOM |
| | 12:30 P.M. | GALEY & LORD-Luncheon (Aux.) | PIERRE-BALLROOM |
| | 2:00 P.M. | TRIGERE | PIERRE-BALLROOM |
| | 3:00 P.M. | BRANELL | PIERRE-BALLROOM |
| | 4:00 P.M. | HARRY FRECHTEL | PIERRE-BALLROOM |
| | 5:00 P.M. | OLEG CASSINI-Cocktails | PIERRE-BALLROOM |
| | 8:00 P.M. | SHIP 'N SHORE THEATRE PARTY (Aux.) | HENRY MILLER THEA. |
| <u>Tues., Jan. 8...</u> | 8:00 A.M. | CAPEZIO SHOES-Breakfast (Aux.) | PIERRE-ROOF GARDEN |
| | 9:00 A.M. | HERBERT SONDHEIM | PIERRE-BALLROOM |
| | 10:00 A.M. | ORIGINALA | PIERRE-BALLROOM |
| | 11:00 A.M. | PAUL PARNES (Beni Claire) | PIERRE-BALLROOM |
| | 12:00 Noon | DELMAN SHOES (Aux.) | 754 5TH (SALON) |
| | 1:00 P.M. | SHIP 'N SHORE-Luncheon (Aux.) | PIERRE-BALLROOM |
| | 2:30 P.M. | ELFREDA-VISIONI | PIERRE-BALLROOM |
| | 3:30 P.M. | BEN ZUCKERMAN | PIERRE-BALLROOM |
| | 4:30 P.M. | PATTULLO-JO COPELAND | PIERRE-BALLROOM |
| | 5:30 P.M. | COTY-Cocktails (Aux.) | PIERRE-BALLROOM |
| <u>Wed., Jan. 9...</u> | 8:30 A.M. | CHRISTIAN DIOR, NEW YORK-Breakfast | 730 5TH (7 FL.) |
| | 10:30 A.M. | GEORGE CARMEL | PIERRE-BALLROOM |
| | 11:30 A.M. | DAVID GOTTLIEB (Gothé) | PIERRE-BALLROOM |
| | 12:30 P.M. | Luncheon to Meet Couture Members | PIERRE-BALLROOM |
| | 2:00 P.M. | DAVIDOW | PIERRE-BALLROOM |
| | 3:00 P.M. | ANNE FOGARTY for MARGOT | PIERRE-BALLROOM |
| | 4:00 P.M. | CEIL CHAPMAN-Cocktails | PIERRE-BALLROOM |
| | 7:00 P.M. | MILLINERY INST.OF AMER.Dinner-(Aux.) | AMBASSADOR |
| <u>Thurs., Jan. 10...</u> | 9:00 A.M. | HATTIE CARNEGIE | 42 EAST 49TH ST. |
| | 10:30 A.M. | MOLLIE PARNIS | 530 7TH (18 FL.) |
| | 11:30 A.M. | ADELE SIMPSON | 530 7TH (23 FL.) |
| | 12:30 P.M. | MAURICE RENTNER-Luncheon | 498 7TH (16 FL.) |
| | 2:00 P.M. | NETTIE ROSENSTEIN | PIERRE-BALLROOM |
| | 3:00 P.M. | WILLIAM FOX | PIERRE-BALLROOM |
| | 4:00 P.M. | TINA LESER | PIERRE-BALLROOM |
| | 8:00 P.M. | PELLON THEATRE PARTY (Aux.) | LYCEUM THEATRE |

(Continued on next page)

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| <u>TWENTY-EIGHTH NATIONAL PRESS WEEK (Continued from page 3)</u> | | | |
| <u>Fri., Jan. 11...</u> | 9:00 A.M. | ANTHONY BLOTTA-Coffee. | 498 7TH (12 FL.) |
| | 10:00 A.M. | BEN REIG | 498 7TH (23 FL.) |
| | 11:00 A.M. | HARVEY BERIN (Karen Stark) | 530 7TH (7 FL.) |
| | 12:30 P.M. | Junior Group: JACK HORWITZ ASSOC., MR. MORT, JUNIOR SOPHISTICATES, REICH-GOLDFARB. Luncheon | PIERRE-BALLROOM |
| | 2:30 P.M. | Variety Group: SUZY PERETTE, FELLON, KATE GREENAWAY (Children's Dresses), LEONARD ARKIN, LAROS LINGERIE | PIERRE-BALLROOM |
| | 5:00 P.M. | CHESTER ROTH ASSOCIATES for MOJUD HOSIERY-Cocktails (Aux.). . . . | PIERRE-BALLROOM |
| <u>Sat., Jan. 12...</u> | 11:00 A.M. | ELLEN LIND ASSOCIATES (Aux.) | NEW HAVEN, CONN. |
| Jan. 7 | <u>9:00 A.M.</u> | "WATCH FOR FORUM" (N.Y.D.I.--See Pg. 3) | PIERRE-BALLROOM. |
| Jan. 7 | <u>9:30 A.M.</u> | CLAIRE McCARDELL (N.Y.D.I.--See Pg. 3) | PIERRE-BALLROOM. |
| Monday Jan. 7 9:30 A.M. Breakfast | PRESSVIEW OF SPRING MILLINERY Irene will preview both her Irene of New York and Rivera Spring millinery collections. By invitation only. Contact: Ethel Greene, PL. 3-3032. | IRENE OF NEW YORK | 16 EAST 52ND STREET SALON - 6TH FLOOR |
| Monday Jan. 7- Jan. 18 9:30 A.M. | DISPLAY OF SPRING FASHIONS Display of Spring fashions from the February, March and April issues for store and buying office executives. Showing at 9:30 and 2:30 (Feb., March); 10:30 and 3:30 (April). Contact: Mimi Weiss, PL. 9-8100. | SEVENTEEN MAGAZINE | VANDERBILT HOTEL |
| Monday Jan. 7 10:00 A.M. Breakfast | PRESS PREVIEW: MID- WINTER FURNITURE Gimbels will preview new model rooms from their Mid-Winter furniture collection. By invitation only. Publicity: Margot Infantino, LO. 5-1500. | GIMBELS | 9TH FLOOR FURNITURE DEPT. |
| Monday Jan. 7- Jan. 23 10:00 A.M. | OPENING OF SPRING LINGERIE COLLECTION Showings at 10:00, 11:00, 2:30 and 3:30, Jan. 7 - 23; and Jan. 24, 25 at 10:00 and 11:00. Contact: Dorothy Tivis, MU. 8-4805. | VANITY FAIR MILLS, INC. | 640 FIFTH AVENUE (AT 51ST ST.) - 6 FL. |
| Monday Jan. 7- Jan. 8 10:00 A.M. | SHOWING OF SPRING FOUNDATIONS & BRAS Warner's will show their Spring foundations and bras at 10:00 A.M., 2:00 and 3:30 P.M. Contact: MU. 3-1194. | WARNER BROTHERS CO. | 200 MADISON AVENUE SHOWROOM - 10TH FLOOR |
| Jan. 7 | <u>10:30 A.M.</u> | SAMUEL WINSTON-Roxane (N.Y.D.I.--See Pg. 3) | PIERRE-BALLROOM. |
| Monday Jan. 7 11:00 A.M. | PRESS PREVIEW OF SPRING MILLINERY Walter Florell will preview his Spring millinery. By invitation only. Publicity: Donna Cannon, 505 Fifth Ave., MU. 7-5447. | WALTER FLORELL | 29 EAST 53RD STREET SALON |
| Jan. 7 | <u>11:30 A.M.</u> | MONTE-SANO & PRUZAN (N.Y.D.I.--See Pg. 3) | PIERRE-BALIROOM. |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Monday Jan. 7 12:30 P.M. Luncheon | COTTON FASHIONS BY LEADING DESIGNERS "Fashions Spiced With Sunshine" in cottons by Galey & Lord (<u>Auxiliary</u> Member of N.Y.D.I.--See Pg. 3). By invitation only. Publicity: Rosemary Sheehan, CI. 7-8060. | GALEY & LORD | HOTEL PIERRE GRAND BALLROOM |
| Jan. 7 | 2:00 P.M. TRIGERE (N.Y.D.I.--See Pg. 3) | | PIERRE-BALLROOM. |
| Monday Jan. 7 2:30 P.M. | PREVIEW OF SPRING MILLINERY By invitation only. Publicity: Maud G. Moody, LE. 2-5562. | LADDIE NORTHRIDGE | 16 WEST 57TH STREET SALON - 5TH FLOOR |
| Jan. 7 | 3:00 P.M. BRANELL (N.Y.D.I.--See Pg. 3) | | PIERRE-BALLROOM. |
| Jan. 7 | 4:00 P.M. HARRY FRECHTEL (N.Y.D.I.--See Pg. 3) | | PIERRE-BALLROOM. |
| Jan. 7 | 5:00 P.M. OLEG CASSINI (N.Y.D.I.--See Pg. 3) | | PIERRE-BALLROOM. |
| Monday Jan. 7 8:00 P.M. | THEATRE PARTY FOR VISITING PRESS Ship 'n Shore (<u>Auxiliary Member of N.Y.D.I.--See Pg. 3</u>) will invite the visiting press to see "The Reluctant Debutante". By invitation only. Publicity: Eleanor Lambert, MU. 8-2130. | SHIP 'N SHORE | HENRY MILLER THEATRE 124 WEST 43RD STREET |
| Monday Jan. 7 9:00 P.M. Champagne | PREVIEW OF SPRING MILLINERY Emme will preview her Spring millinery to press and buyers. By invitation only. Contact: MU. 8-1224. | EMME, INC. (19 WEST 57TH ST.) | SHERRY NETHERLAND CRYSTAL PAVILION |
| Beginning Monday Jan. 7 | SPRING JEWELRY FOR VISITING PRESS Informal showings of Spring and Summer fashion jewelry and boutique gifts. Contact: MU. 5-7390. Publicity: Gino di Grandi Assoc., PL. 3-4216. | THE NAPIER CO. | 389 FIFTH AVENUE SHOWROOM - 8TH FLOOR |
| Beginning Monday Jan. 7 | OPENING OF SPRING COLLECTION Showing of Coro's Spring and Summer costume jewelry collection. Publicity: Ann R. Silver Associates, MU. 7-8654. | CORO, INC. | 47 WEST 34TH STREET SHOWROOM - 3RD FLOOR |
| Beginning Monday Jan. 7 | OPENING OF SPRING HANDBAG LINES Contact: National Authority, 347 Fifth Avenue, MU. 3-6969. | NAT'L AUTHORITY FOR LADIES' HANDBAG IND. | INDIVIDUAL MFRS. SHOWROOM |
| Beginning Monday Jan. 7 | OPENING: SPRING-SUMMER SHOE COLLECTIONS Opening of Spring and Summer shoe collections by: Delman, Evins, Fox Shoe Co., Jerro Bros., Herbert Levine, Frank Lipare, Inc., I. Miller & Sons, Newton Elkin, Palter DeLiso, Riviera Shoes, Seymour Troy, Simone, Wolsam Ltd. and Zuckerman & Fox. Contact: John Jerro, 40 W. 27th St., MU. 4-3191. | GUILD OF BETTER SHOE MANUFACTURERS | INDIVIDUAL MEMBERS' SHOWROOMS |
| Beginning Monday Jan. 7 | OPENING OF SPRING SCARF COLLECTION Showing of the Spring and Summer collection of Glentex scarfs, neckwear and accessory wraps. Publ.: Ann R. Silver Associates, MU. 7-8654. | GLENSDER TEXTILE CORPORATION | 417 FIFTH AVENUE SHOWROOM - 9TH FLOOR |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Beginning Monday Jan. 7 | OPENING OF SPRING SCARF COLLECTION Opening of Vera's collection of Spring and Summer scarves and neckwear accessories. (<u>Note Change of Date.</u>) | SCARVES BY VERA | 417 FIFTH AVENUE SHOWROOM - 4TH FLOOR Publ.: Florence Brobeck, MU. 8-8197. |
| Beginning Monday Jan. 7 | OPENING OF SPRING COLLECTION Vendome will present its Spring collection of couturier fashion jewelry. Publicity: Ann R. Silver Associates, MU. 7-8654. | VENDOME JEWELRY | 47 WEST 34TH STREET SHOWROOM - 3RD FLOOR |
| Beginning Monday Jan. 7 | OPENING: SPRING-SUMMER LINGERIE COLLECTION Showing of Gracette's Spring-Summer lingerie designed by Eve Stillman, including the Eve, Jr. collection. Continuous daily showings. Publicity: Margaret Hodge, PL. 5-7630. | GRACETTE LINGERIE | 102 MADISON AVENUE SHOWROOM - 2ND FLOOR |
| Beginning Monday Jan. 7 | SPECIAL COLLECTION BY ALAN PHILLIPS "Late Late Show"--special collection of silk dresses and costumes by Alan Phillips for Easter through Summer. By appointment. Publicity: Ken R. Williams, JU. 6-8217. | RICHARD COLE, INC. | 498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR |
| Monday Jan. 7- Jan. 10 | FORTY-SIXTH ANNUAL CONVENTION Theme: "Building for Retailing's Golden Age". Contact: Nevin Fidler, Director of Public Relations, 100 W. 31st St., CH. 4-8780. | NATIONAL RETAIL DRY GOODS ASS'N | HOTEL STATLER |
| Monday Jan. 7- Jan. 18 | HOME FURNISHINGS MARKET IN CHICAGO Contact: Merchandise Mart, Chicago. | INTERNATIONAL HOME FURNISHINGS MARKET | MERCHANDISE MART CHICAGO, ILLINOIS |
| Monday Jan. 7- Jan. 31 | SHOWING OF SPRING HOSIERY COLLECTION Daily showings of Spring hosiery. Contact: MU. 2-6790. | BEAUTIFUL BRYANS | 80 PARK AVENUE SUITE 7N |
| Tuesday Jan. 8 8:00 A.M. Breakfast | SHOE FASHIONS FOR VISITING & LOCAL PRESS Capezio (<u>Auxiliary Member of N.Y.D.I.--See Pg.3</u>) will present shoe fashions for Spring and Summer. By invitation. Contact: Marya Morton, JU. 6-2150. | CAPEZIO, INC. | HOTEL PIERRE ROOF GARDEN |
| Jan. 8 | 9:00 A.M. HERBERT SONDHEIM (N.Y.D.I.--See Pg. 3) | | PIERRE-BALLROOM. |
| Tuesday Jan. 8 9:00 A.M. Breakfast | PREVIEW OF SPRING MILLINERY Mr. Arnold will present his Spring millinery to press and buyers. By invitation only. Contact: Miss Jean, PL. 1-3284. | MR. ARNOLD (19 WEST 57TH ST.) | HOTEL AMBASSADOR DIPLOMAT SUITE |
| Jan. 8 | 10:00 A.M. ORIGINALA (N.Y.D.I.--See Pg. 3) | | PIERRE-BALLROOM. |
| Tuesday Jan. 8 10:30 A.M. Breakfast | PRESS PREVIEW: SPRING BRIDAL FASHIONS Gimbels will preview their Spring bridal fashions. By invitation only. Customer showings, Thurs., Jan. 10 at 6:00 P.M. and Sat., Jan. 12 at 11:00 A.M., in the fourth floor auditorium. Publicity: Margot Infantino, LO. 5-1500, Ext. 600. | GIMBELS | 3RD FLOOR BRIDAL SALON |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Jan. 8 | <u>11:00 A.M.</u> | PAUL PARNES-Beni Claire (N.Y.D.I.--See Pg. 3) | PIERRE-BALLROOM. |
| Tuesday Jan. 8 12:00 Noon | SPRING SHOE FASHIONS FOR VISITING PRESS Delman (Auxiliary Member of N.Y.D.I.--See Pg. 3) | DELMAN SHOES | BERGDORF GOODMAN FIFTH AVE. & 58TH ST. Spring shoe fashions. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130. |
| Tuesday Jan. 8 1:00 P.M. Luncheon | SPRING BLOUSES FOR VISITING & LOCAL PRESS Ship 'n Shore (Auxiliary Member of N.Y.D.I.--See Pg. 3) | SHIP 'N SHORE | HOTEL PIERRE GRAND BALLROOM will present Spring blouses. By invitation only. Publ: Eleanor Lambert, MU. 8-2130. |
| Jan. 8 | <u>2:30 P.M.</u> | ELFREDA-VISIONI (N.Y.D.I.--See Pg. 3) | PIERRE-BALLROOM. |
| Tuesday Jan. 8 2:30 P.M. Coffee | PREVIEW OF JUNIOR SUMMER DRESSES Preview for press and buyers of Alfred Werber's Summer dresses for juniors. By invitation only. Publicity: Maud G. Moody, LE. 2-5562. | ALFRED WERBER OF ST. LOUIS | PAUL JAMES 1441 B'WAY - 25TH FL. |
| Tuesday Jan. 8 2:30 P.M. | CRUISE DRESSES BY JERRY GILDEN Press invited. Open to public. Publicity: Rose Mazimuto, WI. 7-1900. | RUSSEKS FIFTH AVENUE | 7TH FLOOR |
| Jan. 8 | <u>3:30 P.M.</u> | BEN ZUCKERMAN (N.Y.D.I.--See Pg. 3) | PIERRE-BALLROOM. |
| Tuesday Jan. 8 3:30 P.M. | CRUISE AND SPRING FASHIONS Cruise and Spring fashions, available at Gunther Jaeckel, the first of "Tea and Cocktail Time" Tuesday shows. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Dir: Nola Luxford, TE. 8-8000. | CHARLES GELATT, INC. (27 EAST 62ND ST.) | HOTEL PIERRE COTILLION ROOM |
| Tuesday Jan. 8 4:00 P.M. | PRESS PREVIEW OF SPRING BRIDAL FASHIONS By invitation. Customer showing Sat., Jan. 26, at 3:00 P.M. Publicity: Eileen Goldberg, TR. 5-7200, Ext. 661. | ABRAHAM & STRAUS | 4TH FLOOR RESTAURANT |
| Jan. 8 | <u>4:30 P.M.</u> | PATTULLO-JO COPELAND (N.Y.D.I.--See Pg. 3) | PIERRE-BALLROOM. |
| Tuesday Jan. 8 5:30 P.M. Cocktails | COCKTAIL PARTY FOR VISITING PRESS Coty (Auxiliary Member of N.Y.D.I.--See Pg. 3) cocktail party for visiting press. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130. | COTY | HOTEL PIERRE GRAND BALLROOM |
| Tuesday Jan. 8 7:00 P.M. | SEMI-ANNUAL MILLINERY SHOW Semi-annual Spring millinery fashion show for buyers, merchandisers and retailers. By invitation only. Contact: LO. 4-7800. | MILLINERY STAB. COMM. (1450 BROADWAY) | HOTEL SHERATON-ASTOR GRAND BALLROOM |
| Tuesday Jan. 8 7:30 P.M. Dinner | SHOWING OF HOUSE & DAYTIME DRESSES Twenty-third annual fashion showing of Spring and Summer house and day-time fashions. By invitation. Contact: Erwin Feldman, LA. 4-6352. | NAT'L ASS'N OF HOUSE & DAYTIME DRESS MFRS. | WALDORF-ASTORIA GRAND BALLROOM |
| Jan. 9 | <u>8:30 A.M.</u> | CHRISTIAN DIOR, NEW YORK (N.Y.D.I.--See Pg. 3) | 730 5TH - 7 FL. |

| DATE | WHAT'S GOING ON | GIVEN BY | WHERE |
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| Wednesday Jan. 9 10:00 A.M. | PRESS PREVIEW OF SPRING MILLINERY By invitation only. Publicity: Donna Cannon, MU. 7-5447. | WILLIAM J. | 44 WEST 54TH STREET SALON |
| Wednesday Jan. 9 10:00 A.M. Breakfast | PREVIEW OF SPRING RAINWEAR Milner will preview their Spring rainwear designed by Peter Conte. By invitation only. Contact: Georgia Gray, PE. 6-0494. | MILNER RAINWEAR CO. | 512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR |
| Jan. 9 | <u>10:30 A.M.</u> GEORGE CARMEL (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM. | | |
| Jan. 9 | <u>11:30 A.M.</u> DAVID GOTTLIEB--Gothé (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM. | | |
| Jan. 9 | <u>12:30 P.M.</u> Luncheon to meet Couture Members (See Pg. 3) PIERRE-BALLROOM. | | |
| Jan. 9 | <u>2:00 P.M.</u> DAVIDOW (N.Y.D.I.--See Pg.3) PIERRE-BALLROOM. | | |
| Jan. 9 | <u>3:00 P.M.</u> ANNE FOGARTY for MARGOT (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM. | | |
| Wednesday Jan. 9 3:00 P.M. | SPRING MILLINERY MERCHANDISING CLINIC Semi-annual fashion and merchandising clinic of the MMEA. By invitation only. Contact: Mrs. Charles Steinecke, 15 E. 40th St., LE. 2-8415. | MILLINERY MERCH'G EXECUTIVES ASS'N | HOTEL SHERATON-ASTOR LOUNGE (MEZZANINE) |
| Jan. 9 | <u>4:00 P.M.</u> CEIL CHAPMAN (N.Y.D.I.--See Pg. 3) PIERRE-BALLROOM. | | |
| Wednesday Jan. 9 4:30 P.M.- 6:30 P.M. | PREVIEW: SPANISH- INSPIRED FASHIONS "Spanish Fashion Extravaganza"--in fabrics by Lowenstein, with fashions from Rhea. By invitation only. Contact: Nora Glass, MU. 3-0951. | M. LOWENSTEIN & SONS; RHEA MFG. CO. | HOTEL PLAZA GRAND BALLROOM |
| Wednesday Jan. 9 5:30 P.M.- 7:30 P.M. | CHILDREN'S AND SUB-TEEN FASHIONS "Children's Fair"--Spring and Summer children's fashions in DuPont fibers, for retail buyers. Showing Jan. 9, 10, 15 and 16 from 5:30-7:30 P.M. Contact: Genny Cowan, LO. 3-6400, Ext. 432. | DU PONT COMPANY | 350 FIFTH AVENUE SHOWROOM - 4TH FLOOR |
| Wednesday Jan. 9 7:00 P.M. Dinner | SPRING MILLINERY FOR VISITING PRESS Millinery Institute of America (<u>Auxiliary Member of N.Y.D.I.--See Pg.3</u>) will present Spring hats. By invitation. Contact: Communication Counselors, MU. 7-8686. | MILLINERY INSTITUTE OF AMERICA | HOTEL AMBASSADOR BALLROOM-TRIANON |
| Jan. 10 | <u>9:00 A.M.</u> HATTIE CARNEGIE (N.Y.D.I.--See Pg. 3) 42 EAST 49TH STREET. | | |
| Thursday Jan. 10 9:30 A.M. Breakfast | PRESS PREVIEW: MAURER SPRING BRIDAL FASHIONS By invitation. <u>Customer showing</u> at 5:30 P.M. on the fourth floor in the store. Publicity: Arthur See, LA. 4-7000. | SAKS-34TH | MAURER SHOWROOM 491 SEVENTH AVENUE |
| Thursday Jan. 10 10:00 A.M.- 6:00 P.M. | PREVIEW OF LEATHERS FOR FALL, 1957 Informal showing of leather colors and textures for Fall '57; also Jan. 11-10:00-1:00. By invitation. Contact: Martha Geilich, (Van Dyke 4-8661), Taunton, Mass. | GEILICH TANNING CO. (TAUNTON, MASS.) | HOTEL PLAZA |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Jan. 10 | <u>10:30 A.M.</u> MOLLIE PARNIS (N.Y.D.I.--See Pg. 3) | 530 | 7TH AVE. - 18TH FL. |
| Thursday Jan. 10 10:30 A.M. | PRESS PREVIEW OF SPRING MILLINERY Mr. John will preview his Spring and Summer millinery. By invitation only. Contact: Jan Aaron, MU. 8-4905. | MR. JOHN, INC. | 51 EAST 57TH STREET SALON |
| Jan. 10 | <u>11:30 A.M.</u> ADELE SIMPSON (N.Y.D.I.--See Pg. 3) | 530 | 7TH AVE. - 23RD FL. |
| Jan. 10 | <u>12:30 P.M.</u> MAURICE RENTNER (N.Y.D.I.--See Pg. 3) | 498 | 7TH AVE. - 16TH FL. |
| Thursday Jan. 10 12:30 P.M. Luncheon | RESORT FASHIONS FOR NORTH & SOUTH Ohrbach's presents Resort fashions for North and South. Press by invitation. Public by reservation; contact: Pl. 9-3000, Ext. 176, Ohrbach's Publ: Mark Klauser, Ox. 5-4000. Plaza Fashion Dir: Mary Alice Rice, Cl. 6-1790. | OHRBACH'S | HOTEL PLAZA PERSIAN ROOM |
| Jan. 10 | <u>2:00 P.M.</u> NETTIE ROSENSTEIN (N.Y.D.I.--See Pg. 3) | | PIERRE-BALLROOM. |
| Jan. 10 | <u>3:00 P.M.</u> WILLIAM FOX (N.Y.D.I.--See Pg. 3) | | PIERRE-BALLROOM. |
| Jan. 10 | <u>4:00 P.M.</u> TINA LESER (N.Y.D.I.--See Pg. 3) | | PIERRE-BALLROOM. |
| Thursday Jan. 10 5:00 P.M.- 7:30 P.M. | PRESS PREVIEW OF SPRING JEWELRY Coro's Spring jewelry collection preview for local and visiting press at a pre-theatre buffet. By invitation. Publ: Ann R. Silver Assoc., MU. 7-8654. | CORO, INC. | 47 WEST 34TH STREET SHOWROOM - 3RD FLOOR |
| Thursday Jan. 10 8:00 P.M. | THEATRE PARTY FOR VISITING PRESS Pellon (<u>Auxiliary Member of N.Y.D.I.--See Pg. 3</u>) will invite the visiting press to see Walter Pidgeon in "The Happiest Millionaire". By invitation only. Publicity: Eleanor Lambert, MU. 8-2130. | PELLON | LYCEUM THEATRE 149 WEST 45TH STREET |
| Friday Jan. 11 8:30 A.M.- 10:15 A.M. | FASHION SHOW IN McCALL'S PATTERNS "Fashion Excitement, 1957"--special preview presented by Tobe; fashion show commentated by Dorothy Vernon, McCall's Paris representative. For stores and press, by invitation only. Publ: Miraed Peake, MU. 6-4600. | McCALL'S PATTERNS (McCALL CORPORATION) | HOTEL SHERATON-ASTOR GRAND BALLROOM |
| Jan. 11 | <u>9:00 A.M.</u> ANTHONY BLOTTA (N.Y.D.I.--See Pg. 4) | 498 | 7TH AVE. - 12TH FL. |
| Jan. 11 | <u>10:00 A.M.</u> BEN REIG (N.Y.D.I.--See Pg. 4) | 498 | 7TH AVE. - 23RD FL. |
| Jan. 11 | <u>11:00 A.M.</u> HARVEY BERIN-Karen Stark (See Pg. 4) | 530 | 7TH AVE. - 7TH FL. |
| Jan. 11 | <u>12:30 P.M.</u> JUNIOR GROUP (N.Y.D.I.--See Pg. 4) | | PIERRE-BALLROOM. |
| Jan. 11 | <u>2:30 P.M.</u> VARIETY GROUP (N.Y.D.I.--See Pg. 4) | | PIERRE-BALLROOM |
| Friday Jan. 11 5:00 P.M. Cocktails | SPRING HOSIERY SHOW FOR VISITING PRESS Chester Roth Associates for Mojud Hosiery (<u>Auxiliary Member of N.Y.D.I.--See Pg. 4</u>) will preview their Spring hosiery. By invitation only. Publicity: Eleanor Lambert, MU. 8-2130. | CHESTER ROTH ASSOC. FOR MOJUD HOSIERY | HOTEL PIERRE GRAND BALLROOM |

| <u>DATE</u> | <u>WHAT'S GOING ON</u> | <u>GIVEN BY</u> | <u>WHERE</u> |
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| Saturday Jan. 12 9:00 A.M.- 12:00 Noon | OPEN HOUSE FOR VISITING PRESS Mme. Helena Rubinstein will invite the visiting press to an open house breakfast. By invitation only. Publicity: Amy Blaisdell, EL. 5-2100. | MME. HELENA RUBINSTEIN | 625 PARK AVENUE PENTHOUSE |
| Saturday Jan. 12 11:00 A.M. | THEATRE PARTY TRIP FOR VISITING PRESS Ellen Lind Associates (<u>Auxiliary Member of N.Y.D.I.--See Pg. 4</u>) will invite the visiting press to preview The Theatre Guild's "The Tunnel of Love" starring Tom Ewell. Matinee at 2:30 P.M., followed by cocktails and dinner at Chi Psi, Yale University. By invitation only. Publicity: Ellen Lind Associates, PL. 3-4786. | FIBER PRODUCERS; MILLS & MANUFACTURERS | NEW HAVEN CONNECTICUT |
| Monday Jan. 14 3:30 P.M. | PREVIEW: "TRENDS OF THE 1930'S" Informal research session and showing of the fashion trends of the 1930's by: Chanel, Hawes, James, Schiaparelli, Vionnet and others. For fashion press and designers by reservation; contact: Mrs. Phyllis Graves, NE. 8-5000. | BROOKLYN MUSEUM | EASTERN PARKWAY 3RD FLOOR |
| Monday Jan. 14 4:30 P.M. | PRESS PREVIEW: "MISS BERGDORF" FASHIONS Preview of Resort daytime fashions and a group of specially designed cock- tail and evening dresses for "Miss Bergdorf". By invitation only. Publicity: Florence Neff, PL. 3-7300. | BERGDORF GOODMAN | 5TH FLOOR |
| Tuesday Jan. 15 12:30 P.M. Luncheon | RESORT FASHIONS BY BRANELL Best will present Resort and early Spring fashions by Branell. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Publicity: Best--Helen Latham, PL. 9-2000; Branell--Eleanor Lambert, MU. 8-2130. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000. | BEST & CO. | WALDORF-ASTORIA PEACOCK LOUNGE |
| Tuesday Jan. 15 2:00 P.M.- 4:00 P.M. | PRESS PREVIEW OF CHILDREN'S COSTUMES "Children in Style"--The Costume Institute's first children's exhibition, with a colorful presentation of costumes, portraits and fashion prints, from 16th to 20th centuries. Members' preview: Jan. 16, 8:00-11:00 P.M. Open to public from Jan. 17. Publicity: Lillian Green, TR. 9-5500. | COSTUME INSTITUTE-- MET. MUSEUM OF ART | FIFTH AVENUE & 82ND STREET |
| Thursday Jan. 17 12:00 Noon Luncheon | MILLINERY DIVISION LUNCHEON MEETING Co-Chairmen: Frances Hodges and Conoldine Burnett. (Prices and more details later.) Contact: The Fashion Group, CI. 7-3940. | THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA) | HOTEL SHERATON-ASTOR BALLROOM |
| Monday Jan. 21 12:15 P.M.; 6:00 P.M. | SPRING COTTONS BY KAY WINDSOR "My Fair Lady" Spring-into-Summer fashions by Kay Windsor. Press invited (12:15 P.M. show). Open to public. Publicity: Arthur See, LA. 4-7000. | SAKS-34TH | 4TH FLOOR |
| Tuesday Jan. 29 12:15 P.M. Luncheon | "MARCH OF DIMES" ANNUAL FASHION SHOW Show for benefit of The National Foundation for Infantile Paralysis. Prices: Luncheon and fashion show--\$25.00, \$50.00, \$75.00; fashion show only--\$10.00. Contact: Elaine Whitelaw, National Foundation, 120 Broadway, BE. 3-0500. Fashion Publicity: Eleanor Lambert, MU. 8-2130. | NEW YORK DRESS INSTITUTE | WALDORF-ASTORIA GRAND BALLROOM |